PBS APP

Style Guide

April 2023

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PBS

Stream anytime, anywhere with the free PBS App.

PBS App users have access to new and classic PBS shows that are available to watch on-demand or livestreamed from their local PBS station, all from their favorite device. App users can create their own perfect watchlist and start streaming new PBS shows and great local programs for free! The PBS App is available to download on most streaming and mobile platforms. As an added benefit, PBS App users can support their local station and watch even more on the PBS App with PBS Passport.



PHASED OUT MESSAGING AND CREATIVE

Previous "PBS Video App" naming and branding is now phased out and no longer approved for use in any marketing, communications, digital placements, or creative assets. This includes all versions of "PBS Video App" in text and creative/icons/logos.

MESSAGING

Download the PBS Video App for free.

CREATIVE









APP ICON | APPROVED USE



MOBILE APP ICON

The PBS App icon will remain in use for mobile and OTT app placements as the primary app graphic.



APP STORE ICON

The PBS App icon is only used for the app itself on mobile and OTT devices, including in app stores.

The PBS App icon may be used in assets/ placements dedicated to mobile and tablet app promotions. General PBS App promos and campaigns should leverage the PBS logo as the default.

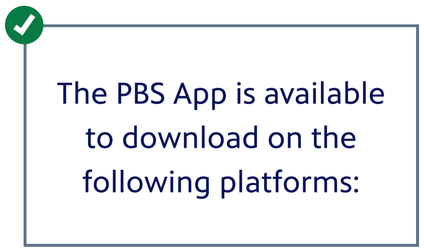
MESSAGING | APPROVED USE AND EXAMPLES

WRITTEN EXAMPLES



DO:

Do use all caps and the PBS Sans font for all creative assets that reference the PBS App



DO:

Do use Title Case format when using platform- or creative-specific font. This includes articles, press releases, social copy, etc.



DO:

Do lead with ‘the’ when referencing the product



DO:

Do use STREAM ON THE PBS APP as the default call to action on promotional assets, using all caps.

AUDIO EXAMPLES

- “Download the PBS App”
- “Watch on the PBS App”

MESSAGING | APPROVED PHRASES AND CTAS USING “FREE” LANGUAGE

The PBS App is free to download and some content within the app is free for all users to stream (FVOD). There is also content on the app that requires local PBS station membership to access via the local station member benefit called “PBS Passport” (MVOD).

DOWNLOAD + “FREE”

- “Download the free PBS App”
- “Download the PBS App for free”
- “Get the free PBS App”

STREAM/WATCH + “FREE”

- “Watch anytime, anywhere with the free PBS App”
- “Stream free with the PBS App”
- “Watch now on the free PBS App”

“FREE” WITH PASSPORT CONTENT

- “Stream now on the Free PBS App”
- “Watch now on the Free PBS App”
- “Stream free on the PBS App”
- “Stream free with the PBS App”

CREATIVE | LOGO USE AND CALL TO ACTION

Use the PBS logo as the primary graphic when referencing the PBS App in creative.



PBS LOGO AND CALL TO ACTION ON CREATIVE

The PBS logo (including animated versions) should be used with approved CTAs for PBS App promotions and communications.

Follow the PBS Style Guide for approved PBS logo use to reference the PBS App: **http://to.pbs.org/pbs-brand-guidelines**

CREATIVE | PBS APP PROMOTION







PBS APP PROMOTION

PBS App promo banners and App Genre banners are available to download on the Source in multiple sizes: source.pbs.org.

CREATIVE | PBS APP AND PASSPORT PROMOTION





PBS APP AND PASSPORT PROMOTION

When promoting PBS Passport and the PBS App, place the PBS Passport or local station Passport logo next to the PBS logo, following associated guidelines: **http://to.pbs.org/pbs-brand-guidelines** or **source.pbs.org**.

CREATIVE | APPROVED AND IMPROPER USE



DO:

Do use the PBS logo for PBS App promotions



DO NOT:

Do not use the PBS App mobile icon in place of the PBS logo in designed layouts or on the web



DO NOT:

Do not embed the PBS logo in text



DO NOT:

Do not use the PBS App mobile icon as a part of a logo + copy lockup